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APPENDIX A

PRESS RELEASE

YUCA COMPANY NEVER MISSES THE GOLDEN OPPORTUNITIES!

“A Fancy Food Starts from a Simple Ingredient”



TANGERANG, November 20, 2019

In 2019, Indonesia could produce 20 until 21 tons cassavas. Due to the data that Indonesia becomes fourth largest countries that produce cassava, Yuca street food, a new company that runs a business with cassava as the main product, take the opportunities to create new variant of cassava product. Based on the research by rhizomes division at Lembaga Ilmu Pengetahuan Indonesia (LIPI), cassava consumption is increasing every year. Supported with the fact that many Indonesia citizens still enjoy cassava, Yuca Street Food comes with crispy cassava stick.

Yuca Street Food was found by Maria Louisa Clarista, a college student at Universitas Multimedia Nusantara. Founder saw that nowadays people interest to try renewed past street food. That trend becomes popular in Indonesia lately, for example: “Telor Gulung”. Seeing that opportunities and supported with the fact that Indonesia is one of cassava producer, Yuca Street Food, try to remodified the old crispy cassava to the trendy one. The company is targeting to keep upgrade the taste along with the trend or even make a new trend with the crispy cassava.

The crispiness and the rich flavor become the main point of the product. Using the freshly harvested cassava from Indonesia and still look after the hygiene, Yuca Street Food still can compete with other fancy street food but still in affordable price. The crispy cassava stick could be enjoyed while chatting, relaxing, or while surfing the mall.

MARIA LOUISA CLARISTA

FOOD AND BEVERAGE SERVICE



PERSONAL

Address:

Jl. Akasia 3 blok AS 21 No.5, Taman Royal
3, Tanah Tinggi, Kota Tangerang

CONTACT

Phone Number:

0822 6028 7147

E-Mail:

maria1@student.umn.ac.id

LinkedIn:

Maria Louisa Clarista

EDUCATIONAL

2017 – Present Universitas Multimedia Nusantara
(D3)

2014 – 2017 SMAK PENABUR Kota Tangerang

2011 – 2014 SMPK PENABUR Kota Tangerang

2008 – 2011 Music course at Purwacaraka
Music Studio

WORKING EXPERIENCE

March 2019 – June 2019 Kompas Gramedia
English Club volunteer

July 2018 – January 2019 Ritz Carlton Pacific
Place, Housekeeping
Department trainee

January 2020 – July 2020 Renaissance Bali
Uluwatu Resort and
Spa, B&F Department
Trainee

AWARDING

2017 “BEST MEMBER” of Himpunan
Mahasiswa Perhotelan

ORGANIZATIONAL EXPERIENCE

- | | |
|-------------|--|
| 2019 | HOTFEST 2019 Committees
(As a supervisor) |
| 2019 | HOLIDAY 2019 Committees
(As a treasurer) |
| 2018 | HOTFEST 2018 Committees
(As a secretary) |
| 2018 – 2019 | Himpunan Mahasiswa Perhotelan
UMN (as a chairman) |
| 2018 | “Terpana pada Pandangan
Pertama” Seminar Committee
(As a publication division) |
| 2017 – 2018 | Himpunan Mahasiswa Perhotelan
UMN (as Internal Marketing and
Communication) |
| 2016 – 2018 | Orang Muda Katolik (OMK)
Wilayah Sanjaya Organization
(as a social division) |
| 2016 | Christmas Celebration
Committee (as a PIC) |
| 2016 | OMK Gathering Committees
(As a consumption division) |

CERTIFICATE

- | | |
|------|--|
| 2019 | Participant of National Pastry
Competition |
| 2019 | Participate as an active committee
in Food and Beverages Department
during Seminar by Wonderful
Indonesia |
| 2019 | Participant of “Pelatihan Dasar
SDM Kepariwisata Goes to
Campus” by Wonderful Indonesia |
| 2019 | Participation certificate of “The
Legend” seminar at Gandaria City
Mall |
| 2019 | Speaker at Industrial Placement
Seminar |
| 2018 | Certificate of competence in
Housekeeping area by BNSP |
| 2018 | Participate in ‘Demo Cooking –
Bakso Mozzarella’ |
| 2018 | Participate on Table Manner
Course at Hotel Santika Premiere
SCE BSD – CITY |
| 2017 | Speaker at Education Fair in
SMAK PENABUR Bintaro Jakarta |

APPENDIX C







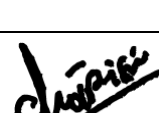
FINAL PROJECT ADVISORY FORM

NAME : Maria Louisa Clarista

STUDENT ID : 00000026170

ADVISOR : Septi Fahmi Choirisa, S.Kom.I, M.Par

TITLE : YUCA STREET FOOD

Date	Topic Discussion	Advisor's sign
21/8/2019	Business Idea	
11/9/2019	Product Tester	
4/10/2019	Business Proposal	
14/10.2019	Product test (developed recipe)	
30/10/2019	Product test (developed recipe)	
6/11/2019	Business proposal and product test (developed recipe)	
2/12/2019	Business proposal	

Acknowledged by,



Oqke Prawira, S.ST.Par, M.Si.Par

NIDN. 0428108007










The Business Model Canvas

Designed for: Crispy Cassava

Designed by: Maria L C

Date:
28/8/2019

Version:

<div>Key Partners</div> <div></div> <div>SUPPLIES: (1) Flour from traditional market (2) Rice chocolate from traditional market (3) Cassava from traditional market (4) Cheese from minimarket (5) Condensed milk from mini market (6) Oil from mini market BUSINESS PARTNER: (1) Parents (2) Siblings (3) Friends</div>	<div>Key Activities</div> <div></div> <div>(1) Creating standard recipe (2) Groceries shopping (3) Cooking (4) Selling (5) Promoting (6) Franchise opening</div> <div>Key Resources</div> <div></div> <div>Physical: (1) Stove (2) Kiosk (3) Deep fryer (4) Fridge (5) Tong (6) Cup (7) Strainer (8) Spoon and fork (9) Bowl (10) Toothpick</div>	<div>Value Propositions</div> <div></div> <div>(1) Various type of topping (2) Serve street food (3) Bite size (4) Cheap</div>	<div>Customer Relationship</div> <div></div> <div>(1) Directly ask customer (while chatting) (2) Ask public preferences/recommendation in social media</div> <div>Channels</div> <div></div> <div>OFFLINE: (1) Kiosk at mall (2) Booth at bazaar ONLINE: (1) Social media (2) Promotion on Instagram</div>	<div>Customer Segments</div> <div></div> <div>(1) College students(male and female) (2) People with middle-low income (3) People who visit Tangerang City Mall (4) People in Tangerang City</div>
<div>Cost Structure</div> <div></div> <div>FOR 5 PORTIONS: (1) Hard flour (250gr) IDR 3.000 (2) Cassava (1 kg) IDR 4.000 (3) Cheese IDR 22.000 (4) Condensed milk (1 can) IDR 9.700 (5) Oil (2L) IDR 21.000</div>			<div>Revenue Streams</div> <div></div> <div>Product Selling</div>	

APPENDIX E

EXHIBITION PHOTOS



